

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. **(Currently Amended)** A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:
  - (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
  - (b) integrating retail information that provides assistance with achieving the store goal;
  - (c) monitoring progress of a the student toward the store goal; and
  - (d) providing feedback assisting the student in accomplishing the store goal.
2. **(Previously Presented)** The computer-readable medium of claim 1 and having computer-executable instructions for performing the step comprising indexing media information to enhance the integration of the media information into the presentation.
3. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, wherein inventory control is integrated into the presentation.
4. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, wherein pricing strategy is integrated into the presentation.
5. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, wherein return on revenue is integrated into the presentation.
6. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, wherein markdown is integrated into the presentation.

7. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, wherein stocking is integrated into the presentation.

8. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, wherein assortment strategy is integrated into the presentation.

9. **(Currently Amended)** The computer-readable medium of claim 1 that simulates ~~the~~ operations of a the store, including the step of adjusting an example based on the student's progress.

10. **(Currently Amended)** An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of a the student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

11. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein advertising information is integrated into the presentation.

12. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein inventory control is integrated into the presentation.

13. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein pricing strategy is integrated into the presentation.

14. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein return on revenue is integrated into the presentation.

15. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein markdown is integrated into the presentation.

16. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein stocking is integrated into the presentation.

17. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein assortment strategy is integrated into the presentation.

18. **(Original)** An apparatus that creates a presentation as recited in claim 10, including logic that adjusts an example based on the student's progress.

19. **(Currently Amended)** A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal; and

(c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal.

20. **(Previously Presented)** The computer-readable medium of claim 19 and having computer-executable instructions for performing the step comprising linking information that motivates accomplishment of the goal to the presentation.

21. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information includes electronic mail information.

22. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information includes simulation information.

23. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information includes time-synchronized multimedia information.

24. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information includes video conference information.

25. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information emanates from the Internet.

26. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information includes telephony information.

27. **(Previously Presented)** The computer-readable medium of claim 19 for creating a presentation, wherein the information includes chat room information.

28. **(Currently Amended)** An apparatus that creates a presentation, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

- (d) logic that integrates information that motivates accomplishment of the goal; and

- (e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal.

29. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes video information.

30. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes electronic mail information.

31. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes time-synchronized multimedia information.

32. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes video conference information.

33. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information emanates from the Internet.

34. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information include telephone information.

35. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes chat room information.

36. **(Currently Amended)** A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and

(d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.

37. **(Previously Presented)** The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising indexing media information to enhance the integration of the media information into the presentation.

38. **(Previously Presented)** The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising synchronizing the media information with other information in the presentation utilizing time and the indexing.

39. **(Previously Presented)** The computer-readable medium of claim 36, wherein the media information comprises telephone information.

40. **(Previously Presented)** The computer-readable medium of claim 36, wherein the media information comprises video information.

41. **(Previously Presented)** The computer-readable medium of claim 36, wherein the media information comprises audio information.

42. **(Previously Presented)** The computer-readable medium of claim 36, wherein the media information comprises dialog information.

43. **(Previously Presented)** The computer-readable medium of claim 36, wherein the media information comprises Internet information.

44. **(Previously Presented)** The computer-readable medium of claim 36, wherein the media information comprises text information.

45. **(Currently Amended)** An apparatus that creates a presentation, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation; and
- (f) logic that monitors progress toward the goal and provides feedback that further motivates accomplishment of the goal.

46. **(Original)** An apparatus that creates a presentation as recited in claim 45, including logic that indexes media information to enhance the integration of the media information into the presentation.

47. **(Original)** An apparatus that creates a presentation as recited in claim 45, including logic that synchronizes the media information with other information in the presentation utilizing time and the indexing.

48. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises telephone information.

49. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises video information.

50. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises audio information.

51. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises dialog information.

52. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises Internet information.

53. **(Original)** An apparatus that creates a presentation as recited in claim 45, including logic that creates a multimedia presentation as recited in claim 46, wherein the media information comprises text information.

54. **(Currently Amended)** A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal; and

(c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.

55. **(Previously Presented)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising linking information that motivates accomplishment of the goal to the presentation.

56. **(Previously Presented)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising monitoring user interactions to determine progress toward the goal.

57. **(Previously Presented)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising organizing objects according to relevancy to progress toward the goal.

58. **(Previously Presented)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising calculating a quantitative degree of correctness to determine the progress toward the goal.

59. **(Previously Presented)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising organizing feedback categorically.

60. **(Previously Presented)** The computer-readable medium of claim 54, wherein the feedback is based on a dynamic orientation factor.

61. **(Previously Presented)** The computer-readable medium of claim 54, wherein the feedback is based on past information presented.

62. **(Previously Presented)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising concluding the presentation when the goal is achieved.

63. **(Currently Amended)** An apparatus that creates a presentation, comprising;
- (a) a processor;
  - (b) a memory that stores information under the control of the processor;
  - (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
  - (d) logic that integrates information that motivates accomplishment of the goal; and
  - (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.



64. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that links information that motivates accomplishment of the goal to the presentation.

65. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that monitors user interactions to determine progress toward the goal.

66. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that organizes objects according to relevancy to progress toward the goal.

67. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that calculates a quantitative degree of correctness to determine the progress toward the goal.

68. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that organizes feedback categorically.

69. **(Original)** An apparatus that creates a presentation as recited in claim 63, wherein the feedback is based on a dynamic orientation factor.

70. **(Original)** An apparatus that creates a presentation as recited in claim 63, wherein the feedback is based on past information presented.

71. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that completes the presentation when the goal is achieved.

72. **(Currently Amended)** A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving indicia representative of a goal, the indicia identifying training that is associated with the ~~store~~ goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating examples into the presentation to provide assistance with achieving the goal;

(c) monitoring progress of a the student toward the goal;

(d) providing feedback that further assists the student in accomplishing the goal; and

(e) providing information to assist with a next step in achieving the goal.

73. **(Previously Presented)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising linking information that motivates accomplishment of the goal to the presentation.

74. **(Previously Presented)** A method for creating a presentation as recited in claim 72, including the step of providing information that explains why the next step should be done.

75. **(Previously Presented)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising providing information that explains how the next step should be done.

76. **(Previously Presented)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising utilizing video clips as feedback.

77. **(Previously Presented)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising organizing feedback categorically.

78. **(Previously Presented)** The computer-readable medium of claim 72, wherein the feedback is based on a dynamic orientation factor.

79. **(Previously Presented)** The computer-readable medium of claim 72, wherein the feedback is based on past information presented.

80. **(Previously Presented)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising providing information based on the presentation context.

81. **(Currently Amended)** An apparatus that creates a presentation, comprising;

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that monitors progress of a the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal; and

(e) logic that provides information to assist with a next step in achieving the goal.

82. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that links information that motivates accomplishment of the goal to the presentation.

83. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that explains why the next step should be done.

84. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that explains how the next step should be done.

85. **(Original)** An apparatus that creates a presentation as recited in claim 81, including a code segment that utilizes video clips as feedback.

86. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that organizes feedback categorically.

87. **(Original)** An apparatus that creates a presentation as recited in claim 81, wherein the feedback is based on a dynamic orientation factor.

88. **(Original)** An apparatus that creates a presentation as recited in claim 81, wherein the feedback is based on past information presented.

89. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that provides information based on the presentation context.

90. **(New)** The computer-readable medium of claim 1, wherein the aspect of inventory administration is selected from the group consisting of inventory management, stocking, return on revenue, markdown, and assortment strategy.